

**Request for Proposal 18-010**  
**Indiana Career Ready Marketing Campaign**  
**Indiana Department of Workforce Development**

Pre-Proposal Conference

August 14, 2017  
10:00 AM. EST

Lottie Hooyer, Senior Account Manager  
Indiana Department of Administration

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# General Information

- Sign-In Sheet for Attendees
- Sign-In Sheet and PowerPoint will be posted on IDOA's Solicitation Website
- Questions regarding RFP scope of work, process, and scoring will be answered in this session
  - *Any verbal response is not considered binding; respondents are encouraged to submit any question formally in writing if it affects the proposal that will be submitted to the state.*

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# Purpose of the RFP

Indiana will need to fill more than one million jobs over the next 10 years. In order to meet this demand, the Department of Workforce Development has created a web-based demand driven workforce solution – Indiana Career Ready.com (ICR) was soft launched July of 2017. The introduction of this new web-based application and its capabilities will require the need for a new marketing strategy that creates broad public awareness.

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# Term of Contract

## Contract Term:

- The term of the contract shall be for a period of two (2) years from the date of contract execution. There may be two (2) – one (1) year renewals for a total of four (4) years at the State's option.

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# Key Dates

Activity	Date
Issue of RFP	August 8, 2017
Pre-Proposal Conference	August 14, 2017
Deadline to Submit Written Questions	August 16, 2017
Response to Written Questions/RFP Amendments	August 21, 2017
Submission of Proposals	September 14, 2017
The dates for the following activities are target dates only. These activities may be completed earlier or later than the date shown.	
Proposal Evaluation	TBD
Proposal Discussions/Clarifications (if necessary)	TBD
Oral Presentations (if necessary)	TBD
Best and Final Offers (if necessary)	TBD
RFP Award Recommendation	November 3, 2017

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# Business Proposal

(Attachment E)

- **Company Financial Information (Section 2.3.3)**
  - Confidential information must be kept separate from the proposal in the electronic copies. IDOA recommends that Respondents provide two separate files, one Confidential and one Public.
- **Contract Terms (Section 2.3.5)**
  - Respondent should review sample State contract and note exceptions to State mandatory and non-mandatory clauses in Business Proposal and Transmittal Letter

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# Technical Proposal

(Attachment F)

- Please use the Template we have provided for you.
- Where appropriate, supporting documentation may be referenced by a page and paragraph number.

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# Cost Proposal

(Attachment D)

- Please use the template provided for the Cost Proposal.
- Cost scores will be normalized to one another, based on the lowest cost proposal evaluated. The lowest cost proposal receives a total of 25 points. The normalization formula is as follows:

*Respondent's Cost Score = (Lowest Cost Proposal / Total Cost of Proposal) X 25*

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# Proposal Preparation

- Buy Indiana, Business Proposal (2.3.13)
  - In compliance of Federal Code 2CFR 200.319 7b - this RFP/Contract is federal funded and this preference may not be considered or applied.
- Indiana Economic Impact, Attachment C
  - In compliance of Federal Code 2CFR 200.319 7b - this RFP/Contract is federal funded and this preference may not be considered or applied.

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# Proposal Preparation

- Attachment D (Cost Proposal) must be returned in the original **Excel** format. (No PDFs)
- Use the templates provided for all responses
- Do not alter any templates
- Submit all questions via email using the Q&A Template (Attachment G) by **August 16 at 3:00PM EST** to **[Lhooyer@idoa.in.gov](mailto:Lhooyer@idoa.in.gov)**

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# Evaluation Criteria

Criteria	Points
1. Adherence to Mandatory Requirements	Pass/Fail
2. Management Assessment/Quality (Business and Technical Proposal)	65 available points
3. Cost (Cost Proposal)	25 available points
4. Minority Business Enterprise Subcontractor Commitment	5 ( 1 bonus point is available, see Section 3.2.6)
5. Women Business Enterprise Subcontractor Commitment	5 ( 1 bonus point is available, see Section 3.2.6)
Total	100 (102 if bonus awarded)

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# Minority and Women's Business Enterprises

- Complete Attachment A, MWBE Form
  - Submit separate MWBE forms in proposal
  - Include sub-contractor letters of commitment in proposal
- Goals for Proposal
  - 8% Minority Business Enterprise
  - 8% Women's Business Enterprise

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**ATTACHMENT A**  
**MINORITY & WOMEN'S BUSINESS ENTERPRISES RFP SUBCONTRACTOR**  
**COMMITMENT FORM**

In accordance with 25 IAC 5-5, the respondent is expected to submit with its proposal a MWBE Subcontractor Commitment Form. The Form must show that there are, participating in the proposed contract, Minority Business Enterprises (MBE) and Women Business Enterprises (WBE) listed in the Minority and Women's Business Enterprises Division (MWBED) directory of certified firms located at <http://www.in.gov/idoa/2352.htm>. If participation is met through use of vendors who supply products and/or services directly to the Respondent, the Respondent must provide a description of products and/or services provided that are directly related to this proposal and the cost of direct supplies for this proposal. Respondents must complete the Subcontractor Commitment Form in its entirety.

Failure to meet these goals will affect the evaluation of your Proposal. The Department reserves the right to verify all information included on the MWBE Subcontractor Commitment Form.

Respondents are encouraged to contact and work with MWBED at 317-232-3061 to design a subcontractor commitment to meet established goals as referenced in this solicitation.

**Prime Contractors must ensure that the proposed subcontractors meet the following criteria:**

- Must be listed on the IDOA Directory of Certified Firms, on or before the proposal due date
- Each firm may only serve as one classification – MBE, WBE or IVBE (see Section 1.22)
- A Prime Contractor who is an MBE or WBE must meet subcontractor goals by using other listed certified firms. Certified Prime Contractors cannot count their own workforce or companies to meet this requirement.
- Must serve a commercially useful function. The firm must serve a value-added purpose on the engagement.
- Must provide goods or service only in the industry area for which it is certified as listed in the directory at <http://www.in.gov/idoa/2352.htm>
- Must be used to provide the goods or services specific to the contract
- National Corporate Diversity Plans are generally not acceptable

**MINORITY & WOMEN'S BUSINESS ENTERPRISES RFP SUBCONTRACTOR LETTER OF**  
**COMMITMENT**

A signed letter(s), on company letterhead, from the MBE and/or WBE must accompany the MWBE Subcontractor Commitment Form. Each letter shall state and will serve as acknowledgement from the MBE and/or WBE of its subcontract amount, a description of products and/or services to be provided on this project, and approximate date the subcontractor will perform work on this contract. The State reserves the right to deny evaluation points if the letter(s) is not attached. The State may deny evaluation points if the letter(s) is not attached, not on company letterhead, not signed and/or does not reference and match the subcontract amount and the anticipated period that the Subcontractor will perform work for this solicitation.

By submission of the Proposal, the Respondent acknowledges and agrees to be bound by the regulatory processes involving the State's M/WBE Program. Questions involving the regulations governing the MWBE Subcontractor Commitment Form should be directed to: Minority and Women's Business Enterprises Division at (317) 232-3061 or <http://www.in.gov/idoa/2352.htm>.



# Minority and Women's Business Enterprises

Prime Contractors must ensure that the proposed subcontractors meet the following criteria:

- Must be listed on the IDOA Directory of Certified Firms, on or before the proposal due date
- Each firm may only serve as one classification – MBE, WBE or IVBE
- A Prime Contractor who is an MBE or WBE must meet subcontractor goals by using other listed certified firms. Certified Prime Contractors cannot count their own workforce or companies to meet this requirement.
- Must serve a **commercially useful function**. The firm must serve a value-added purpose on the engagement.
- Must provide goods or service only in the industry area for which it is certified as listed in the directory at <http://www.in.gov/idoa/2352.htm>
- Must be used to provide the goods or services specific to the contract
- National Corporate Diversity Plans are generally not acceptable

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# STATE OF INDIANA MBE/WBE SUBCONTRACTOR COMMITMENT FORM

RFP#:

DUE DATE:

TOTAL BID AMOUNT:

<input type="checkbox"/> MBE Firm <input type="checkbox"/> WBE Firm			
Company Name:		Contact Person:	
Address:		E-mail:	
Sub-Contract Amount:		Telephone Number: (   )	Fax Number: (   )
Sub-Contract Percentage of Total Bid:		Describe service/product to be provided:	
Provide approximate dates when Sub-Contractor will perform on this project:			

<input type="checkbox"/> MBE Firm <input type="checkbox"/> WBE Firm			
Company Name:		Contact Person:	
Address:		E-mail:	
Sub-Contract Amount:		Telephone Number: (   )	Fax Number: (   )
Sub-Contract Percentage of Total Bid:		Describe service/product to be provided:	
Provide approximate dates when Sub-Contractor will perform on this project:			

Respondent Firm	Telephone Number
Address	Fax Number
City/State/Zip Code	Email Address
Representative	Authorizing Signature
Date	Printed Name and Title

☐ Please check if additional forms are attached.  
Page \_\_\_\_\_ of \_\_\_\_\_

FORM MUST BE COMPLETED IN ITS ENTIRETY WITH COMPLETED LETTERS OF COMMITMENT.

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# Minority and Women's Business Enterprises

RFP#

DUE DATE:

TOTAL BID AMOUNT:

<input type="checkbox"/> MBE Firm	<input type="checkbox"/> WBE Firm		
Company Name:		Contact Person:	
Address:		E-mail:	
		Telephone Number: ( )	Fax Number: ( )
Sub-Contract Amount:		Describe service/product to be provided:	
Sub-Contract Percentage of Total Bid:			
Provide approximate dates when Sub-Contractor will perform on this project:			

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# Minority and Women's Business Enterprises

- **Effective August 2014, the following MWBE scoring methodology is utilized for all RFP releases**
- **New Process** – MWBE scoring is conducted based on 10 points plus a possible 2 bonus points scale
  - MBE: Possible 5 points + 1 bonus point
  - WBE: Possible 5 points + 1 bonus Point

- **Professional Services Scoring Methodology:**

- The points will be awarded on the following schedule:

%	1%	2%	3%	4%	5%	6%	7%	8%
Pts.	.625	1.25	1.875	2.5	3.125	3.75	4.375	5.0

- Fractional percentages will be rounded up or down to the nearest whole percentage
  - If the respondent's commitment percentage is rounded down to 0% for MBE or WBE participation the respondent will receive 0 points.
  - Submissions of 0% participation will result in a deduction of 1 point in each category
  - The highest submission which exceeds the goal in each category will receive 6 points (5 points plus 1 bonus point). In case of a tie both firms will receive 6 points

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# Minority and Women's Business Enterprises

## RFP MWBE Scoring Example

Bidder	MBE %	Pts.	WBE %	Pts.	Total Pts.
Bidder 1	12.0%	5.0	10.0%	6.0	11.0
Bidder 2	6.0%	3.75	4.0%	2.5	6.25
Bidder 3	8.0%	5.0	8.0%	5.0	10.0
Bidder 4	16.0%	6.0	0.2%	0.0	6.0
Bidder 5	0.0%	-1.0	0.0%	-1.0	-2.0

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# Indiana Veteran Business Enterprise

**In compliance of Federal Code 2CFR 200.319 7b -  
this RFP/Contract is federal funded and this  
preference may not be considered or applied.**

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# Additional Information

## IDOA PROCUREMENT LINKS AND NUMBERS

<http://www.in.gov/idoa/2354.htm>

1-877-77BUYIN (8946) For Vendor Registration Questions

<http://www.in.gov/idoa/2464.htm>

For Inquiries Regarding Substantial Indiana Economic Impact

- A. <http://www.in.gov/idoa/2467.htm>  
Link to the developing “one stop shop” for vendor registry with IDOA and Secretary of State.
- B. Secretary of State of Indiana:  
Can be reached at (317) 232-6576 for registration assistance. [www.in.gov/sos](http://www.in.gov/sos)
- C. See Vendor Handbook:  
Online version available at [http://www.in.gov/idoa/files/vendor\\_handbook.doc](http://www.in.gov/idoa/files/vendor_handbook.doc)
- D. Minority and Women Owned Business Enterprises:  
[http://www.in.gov/idoa/files/Certification\\_List\(48\).xls](http://www.in.gov/idoa/files/Certification_List(48).xls) for table of IDOA certified MBEs and WBEs. For more WBE’s information <http://www.in.gov/idoa/2352.htm>
- E. Veteran’s Business Enterprise Program:  
<https://www.vip.vetbiz.gov/> for a search of certified IVBE’s. For more IVBE’s information <http://www.in.gov/idoa/2862.htm>
- F. RFP posting and updates:  
Go to <http://www.in.gov/idoa/2354.htm> (select “State of Indiana Opportunities” link)  
Drag through table until you find desired RFP/RFI number on left-hand side and click the link.

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# Any Questions?

Any verbal response is not considered binding; respondents are encouraged to submit any question formally in writing if it affects the proposal that will be submitted to the state.

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# Thank You!

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